
FCS 199H1-S MARKETING IN THE FRENCH-SPEAKING WORLD

Winter 2023 – Mondays, 5:10 PM – 7:00 PM

INSTRUCTOR

Name

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CLASS ORGANIZATION AND ASSESSMENT

Activity	Percentage
Case analyses (best 2 of 3)	30%
Group project (2 parts)	35%
Outline and bibliography (February 27)	10%
Oral presentation (March 27 / April 3)	25%
Online forum posts (summaries and reactions)	15%
Class participation and preparedness and overall assessment	20%

- This course is based primarily on case studies, including longer cases and shorter caselets (news articles, blogs, etc.). Students are expected to have read and prepared all of the material indicated in the course calendar **before coming to class**. These cases will be discussed using a variety of methods.

